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CHRYSANTHEMUM

FARM

FOR 1946

The Home of

Gorgeous *Chrysanthemums*

NEW BLAINE, ARKANSAS

OUR PLANTS ARE STRONG, VIGOROUS FIELD GROWN PLANTS,
HARMONE TREATED

FOR

*Library U.S. Dept. of Agriculture
Washington (25)*

D. C.

IF EXTRA PLEASE HAND TO SOME FLOWER LOVER.

WE GUARANTEE OUR PLANTS TO REACH YOU IN GOOD, LIVE
GROWING CONDITION, LABELED TRUE TO NAME

Hardy Garden Chrysanthemums

The selection of Hardy Chrysanthemums offered below consists of the very finest early flowering and late flowering varieties. The color range is complete and represents the most desirable shades and tints. Any one of the varieties listed may be grown by you with the positive assurance of providing you with masses of color for the late garden. Beginning with the early cushions, and almost any of the others for later on. Then, too, the Chrysanthemum is unsurpassed by any other flower at any other season for use as cut flowers.

25c Each

Three of One Variety 60c unless otherwise noted.

A-8—LOUISE SCHILLINGS—Extremely hardy and regular in its habit of growth; deep salmon; widely used for mass planting; tall; medium size bloom; October 15.

A-7—JEAN TREADWAY—Sparkling pink with a deep rose center which develops as the bloom advances to a soft lilac; tall; medium size blooms; October 15.

A-6—BONFIRE—A rare combination of bright red with gold shading; medium ht.; Medium size bloom; October 15.

A-4—PRIMULA—A new single, soft yellow variety; forms plant of many sprays and when in bloom is simply breath-taking in its loveliness; fine for mass planting; medium height; large blooms; October 10.

A-3—FLAVITA—Dwarf habit of growth very hardy; covered with clear yellow blooms until cut down by killing frost; low growth; large bloom; October 1.

A-2—CALENDULA—Free flowering; color chrome yellow; low; large blooms; Sept. 15.

B-17—BARBARA SMALL—Strong, robust plant; extremely hardy; early blooming; pink-lavender; medium height; large blooms; August 10.

B-16—WM. LONGLEY—Beautiful combination of red and yellow; medium height; large blooms; September 15; **40c each, three for \$1.00.**

B-7—HARBINGER—Excellent bronze with coloring of fall maples; medium height; large blooms; Sept. 10. **35c each, 3 for 90c.**

C-11—CHESTNUT BURR—Brilliant orange overlaid with mahogany; tall; large large blooms; Oct. 20.

C-10—GRANNY SCOVILLE—Warm coral bronze or buff; large blooms of a shaggy type; medium height; October 15.

B-8—HARMONY—A lovely combination of yellow, rose and bronze; medium height; Aug. 25. **35c each, three for 90c.**

C-39—THE MOOR—Bright wine purple; free flowering variety; blooms are held upright on good strong stems; tall; large blooms; Oct. 20.

C-8—ALGONQUIN—The best early yellow; medium height; large blooms; August 15; **35c each, three for 90c.**

C-7—PINK SPOON—Is a pleasing color in this group, all of which have become great favorites with flower arrangers; tall; large blooms; October 15.

C-6—YELLOW SPOON—Yellow, somewhat larger than the above variety; tall; large blooms; October 15.

C-5—ORCHID SPOON—Extremely large, with long shaggy petals; tall; Oct. 15; **35c each, three for 90c.**

C-4—WHITE SPOON—Early white spoon; very large spider-like blooms; tall; Oct. 1. **35c each, three for 90c.**

C-2—EMBERS—One of the new double Korean hybrid introductions of a few years ago and still among the best; large double blooms of the brightest orange; tall; October 15.

C-1—GOBLIN—Beautiful shade of sparkling autumn colors and is one of the best frost resistant varieties we have; tall; large blooms; October 25.

E-7—MULDOON—A vivid shade of purplish amaranth; strong upright growth; 4-inch blooms; very hardy and frost resistant; tall; November 1.

E-6—CAPT. JOHN SMITH—An excellent rosy pink; profuse bloomer; outstanding; tall; large blooms; October 5.

E-5—MRS. H. HARRISON—Soft pink, Baby Pom; medium height; small blooms; October 15.

E-3—MANDARINE—Bright salmon; very strong growing and free flowering variety; medium height; large blooms; Oct. 10.

E-6—DULUTH—The very first yellow to bloom; low; medium size bloom; Aug. 10; **35c each, three for 90c.**

B-4—PIPESTONE—Sparkling bronze cushion type; large blooms; August 10.

B-3—RUTH CUMMINGS—Vigorous in growth and profusion in bloom; is a rich, glistening golden bronze; fully double; tall; large blooms; October 15.

B-2—GOOD SPORT—Good, hardy, free-blooming sort; bronze; short; medium size blooms; October 1.

B-1—TAFT—A perky little button of golden bronze; free flowering; low growing; October 1.

G-3—NEW PHILADELPHIA—A bright ruby red, fully double pom; strong growth; fine healthy foliage; tall; large; Oct. 15. **35c each, 3 for 90c.**

G-9—EGGSHELL—A large-flowered duplex type of an eggshell or cream color; strong growing and free flowering sort; petals are long and broad; a favorite with all that visit our gardens; tall; large blooms; October 5.

H-9—NATOMA—Flame scarlet, of the decorative type; makes a bright showing; good cutflower; medium height; large bloom; October 15.

I-6—RED VELVET—Velvety crimson; an outstanding chrysanthemum with many good qualities; medium height; medium size bloom; October 8; **35c each, three 90c.**

K-12—DAHLIA MUM—Beautiful cactus type of Mum; the color is vivid deep lavender; cushion type; large blooms; September.

K-11—LIZZIE ADCOCK—Hardy and tough; strong growing and free flowering; popular for mass planting for landscape effect; blooms are single of a clear golden yellow, plants are well rounded in growth, foliage is large and healthy; good cut flower material; low growing; medium size flowers; October 25.

K-10—ORANGE WONDER—Large single, free flowering; medium height; large blooms; October 1.

K-9—POCAHONTAS—Strawberry red; a free flowering variety; low; large blooms;

K-8—MRS. R. C. HASTINGS—Sparkling red, making rounded plans good for garden display; low growing; large blooms; October 5.

K-7—CALIPH—A rich deep oxblood red; strong growing and free flowering; medium tall; large blooms; October 15.

O-12—P. LUSTER—A lovely bright lavender pink; vigorous, hardy, and free blooming; tall; large blooms; October 25.

Q-3—NIOBE—Glistening white duplex; is free flowering and extremely hardy; tall; large blooms; October 25.

R-1—WOLVERINE—A lovely light yellow; one of the earliest to bloom; free flowering; medium height; medium size blooms; Sept. 25. **35c each, three 90c.**

R-2—KING MIDAS—One of the finest, large, bright yellows, very hardy; medium height; large blooms; Sept. 30. **35c, 3 90c.**

R-3—SILVER MOON—Semi-double, white, Shasta Daisy like, with yellow center; early and free flowering; medium height; large blooms; Sept. 15. **35c, three for 90c.**

R-4—JEAN CUMMINGS—Excellent pure white; a great favorite; medium height; large blooms; Sept. 20. **35c, three 90c.**

R-5—AVALANCHE—A gorgeous, creamy white; considered the best early white; medium height; large blooms; October 5. **40c each, three for \$1.00.**

R-6—INDIAN SUMMER—In rich autumn tints; a fine variety for mass effects; medium height; medium size blooms; Oct. 15. **35c each, three 90c.**

R-7—ROSE GLOW—Is an old raspberry-rose of vigorous growth and profuse bloom; short; small flowers; Oct. 5. **30c each, three for 75c.**

-R-8—LAVENDER LADY—A distinct real lavender hue; one of the most popular of all hardy Mums; unexcelled for cutting and mixed bouquets; medium height; large blooms; Oct. 8. **40c each, three \$1.00.**

B-18—LAVENDER DAISY—A vigorous and free blooming single; tall; medium size bloom; Oct. 20.

R-9—MRS. P. S. DUPONT—Rich fawn with a flush of rosy-salmon; ranks as one of the most glamorous of all hardy Mums; medium height; large blooms; Oct. 8. **40c each, three for \$1.00.**

R-10—SYMPHONY—A blend of mauve, coppery pink and soft lavender; the tallest growing variety in our collection; large blooms; Oct. 8. **35c each, three for 90c.**

R-11—EARLY BRONZE—The best early bronze-yellow Pom; short; small blooms; Sept. 5. **30c each; three 75c.**

R-12—BURGUNDY—Large sweet-scented wine-red; has long been a favorite; medium height; large bloom; Oct. 5. **35c each, three for 90c.**

NEW ENGLISH MUMS

35c Each; three for 90c

J-5—ROSE PRINCESS—Salmon-rose; good disbudded or grown in sprays; medium height; large blooms; October 25.

J-4—BRONZE BUTTERCUP—Fine early deep bronze; tall; large blooms; August.

J-2—BELLE MAUVE—Silvery pink; good disbudded or in sprays; medium height; large blooms; September.

J-1—GOLD STANDARD—Deepest golden yellow; flowers up to seven inches if disbudded; medium height; September.

K-3—CRIMSON BUTTERCUP—Has large scarlet blooms with golden reverse; medium height; August.

K-2—COPPELIA—A bright Indian-red; an unusual color blend; the only one of its kind in our collection; medium height; large blooms; August.

POMPONS

Rounded blossoms of perfect form, ranging from small or so-called buttons 1½-in. in diameter) as the Jewells, to the large ball-like flowers of the Dot's and Doty's (3 to 4½-in. in diameter). This large size applies to disbudded Poms. All are of strong upright growth, requiring little staking, if any, and have a greater ability to resist frost than the other types and for this reason are particularly valuable for the North where frosts come early. Are unsurpassed for cut flower work.

25c Each, three of One Variety 60c.
100, \$17.50; not less than 10 of 10 varieties sold at this rate. F. O. B.

D-4—WHITE DOTY—Large ivory white Pom; medium height; November 1.

E-2—SILVER BALL—Large clear white Pom; medium height; October 15.

G-13—OCONTO—Large white Pom. Nov. 1
G-11—WHITE IRENE—Small white Pom; medium height; October 15.

H18—MINONG—Small white Pom; tall growth; fine sprays; October 20.

H-6—RICHARD MANDELL—Very large white Pom; medium height; Nov. 10.

I-8—REV. HORACE BUSHNELL—Intermediate, cream white Pom; tall growth; November 8.

I-7—ARCADIA—Large white with pink tints; tall growth; October 28.

J-7—PEARL—Intermediate, white Pom; medium height; November 10.

P-9—CRYSTAL JEWELL—Small white Pom; November 5.

A-1—SEPTEMBER CLOUD—A cushion type Pom making rounded plants, charming for cutting, too; September 15.

PINKS

A-10—DAINTY MAID—Tiny mauve pink Pom; medium height; October 20.

D-3—LILLIAN DOTY—Large, light pink Pom; tall growth; November 1.

D-2—THRYA—Large deep lavender Pom; medium height; November 5.

E-10—JEWELRY—Small dusty pink Pom; medium height; October 15.

E-4—NELLIE KLERIS—Large lavender pink Pom; tall; October 25.

F-6—DARK PINK JEWELL—Small deep rose pink Pom; medium height; Oct. 15.

F-5—JEWELL—Small lavender pink Pom; medium height; October 15.

F-4—WHITE JEWELL—Small white Pom with tints of pink; companion to the above Jewels; a trio of gay early flowering Poms; Oct. 15.

G-10—PURPLE DOTY—Large lavender Pom; tall growth; Oct. 25.

G-7—CHINESE ROSE—Intermediate rose pink Pom with tints of gold; tall; Oct. 15.

H-10—PINK DOT—Large pink Pom shading to a deeper pink center. Oct. 25.

P-7—MRS. M. G. BUCKLEY—Intermediate light rose pink Pom; the petals have tips of gold; tall; Nov. 15.

YELLOW

A-9—SUE BAILEY—Small perfect balls of gold; larger than lemon button; Oct. 25.

D-5—JUDITH ANDERSON—Pure yellow Pom, making rounded plants of medium height; has long been popular for garden display and cutting; October 15.

D-1—YELLOW DOT—Large yellow, with bronze center; companion to Pink Dot; tall; October 25.

F-3—YELLOW DOTY—Among the largest of the Poms; buff, yellow center; tall; November 1.

F-1—YELLOW IRENE—Small, light lemon Pom; medium height; October 18.

G-12—LEMON BUTTON—Tiny, perfect balls of lemon yellow; medium height; October 25.

G-5—GOLDEN QUEEN—Intense golden yellow Pom; very hardy and dependable; medium height; October 25.

G-4—TINTS OF GOLD—Large, golden yellow Pom with bronze shadings; tall; October 25. 35c each, three for 90c.

G-2—GOLDEN HERALD—Deep golden yellow decorative Pom; very large; good, strong stems; Nov. 5.

G-1—YELLOW SARDI—Small, clear yellow Pom; tall; Oct. 15.

J-11—BARCAROL—Golden yellow Pom; medium height; Nov. 5.

P-1—COCQUETTE—Small, clear golden yellow Pom; medium height; Nov. 5.

A-5—SEPTEMBER BRONZE—Companion to September Cloud, a duet of early flowering Poms; September.

REDS AND BRONZE

E-9—RED PRIMROSE—Intense red Pom; medium height; October 25.

F-2—JEMIMA—Dark reddish bronze Pom; very hardy and worthwhile; a spray or two with a bouquet of the larger flowering varieties just sets them off; medium height; Nov. 25.

P-8—FEZ—Small, sparkling red bronze Pom; medium height; Nov. 5.

I-4—CLARA JAMISON—A small gay Pom of clear autumn colors; medium height; October 15.

K-5—BONNIBELLE—Small, light buff bronze Pom; short growth; Oct. 15.

N-7—BRONZE BUCKLEY—Intense buff bronze; medium height; Nov. 5.

I-5—ROBIN HOOD—Small, dark red Pom; very hardy and worthwhile; a spray or two with a bouquet of the larger flowering varieties just sets them off; medium height. November 5.

Large Flowering Varieties

In this group are varieties usually grown under glass or cloth, but sufficiently hardy and early blooming to be managed in the garden. A cloth may be stretched over them when frost threatens or lifted and placed in a pot and carried indoors; a light frost will not injure them.

35c Each

Three of One Variety, 90c

M-6—SMITH'S SUPERLATIVE—Bright golden yellow; semi-curved; Oct. 25.

M-5—GARNET KING—Dark red; reflexed; Nov. 1.

M-3—SILVER SHEEN—Large white; incurved; Oct. 18.

M-2—PINK CHIEF—Lavender; semi-curved; October 15.

N-6—GLITTERS—Deep reddish bronze; reflexed; Oct. 20.

N-5—YELLOW AMBASSADOR—Light lemon yellow; incurved; Oct. 23.

N-4—ALBATROSE—Pure white; incurved; Oct. 25.

N-1—MRS. H. E. KIDDED—Deep lemon yellow; reflexed; Oct. 1.

N-0—APRICOT QUEEN—Apricot buff; incurved; Oct. 25.

Q-1—GOLD LODE—Light Golden yellow; reflexed; Oct. 1.

Q-2—GOLDEN OCTOBER—Deep lemon yellow; semi-incurved; Oct. 10.

Q-3—SUNGLOW—Golden yellow; incurved; Oct. 25.

Q-4—SMITH'S EARLY WHITE—White; semi-incurved; Oct. 5.

Q-5—QUAKER MAID—White, tinged with pink; reflexed; Oct. 15.

Q-6—INDIANOLA—Light reddish bronze; semi-incurved; Oct. 10.

Q-7—CAMBRA—Golden bronze; incurved; October 25.

Q-9—MAJOR ED. BOWES—Deep lavender; incurved; Oct. 20.

Q-10—ROSABELLA—Rose pink; incurved; Oct. 25.

D-6—N. YELLOW—This is another hard to describe Mum; the dominant shade is yellow, overcast with orange, sometimes a deep bronze; allowed to grow in sprays a lovely yellow; with the best of qualities; perfectly hardy, with long lasting blooms; when disbudded will grow any number of six-inch blooms; if larger blooms are desired leave about four blooms to form on a plant; if only one stem is grown to a plant a 12-inch bloom may be expected. October 25.

We do not like to substitute, but sometimes in late spring we find some varieties of Chrysanthemums sold out. We will substitute one we believe will be as good or better unless order is marked NO SUBSTITUTES.

ANEMONS

One or more flat rays of perfect petals, but with a pronounced cushion or disc in the center of the flower. Below are listed six of the earliest to bloom of this variety.

25c Each

Three of One Variety, 60c

H-4—YELLOW BALLET GIRL—Golden yellow throughout; blooms are of medium size; plant is of low rounded growth; very hardy and frost resistant; November 1.

H-3—WHITE BALLET GIRL—A companion to the above variety.

H-1—ROSE MADDER—Deep rose pink throughout with ray florets tipped with gold; of large size and a very high cushion; November 1.

H-2—PINK PEARL—Light pink throughout guard petals and cushion; the ray florets are tipped with a deeper pink; Nov. 5.

J-10—WHITE BLANCH—A large white with a high cushion of clear yellow; Nov. 1

J-9—WHITE FRIEDA—Extremely long white petals and a small yellow cushion, having the appearance of a large single; charming for cutflower work; Nov. 1.

O-21—BETTY ROSE—Large lavender pink with a medium size yellow cushion; tall growth; October 25.

CUSHION OR AZALEMUMS

This group gets its name from the dwarf, dense, rounded habit of growth of the plants. Growing from 1 to 1½ ft., this together with their exceptionally long flowering season makes them the best of all the Hardy Mums for edging and low masses of color. They are exceptionally early flowering, beginning to bloom, under favorable conditions, in July.

25c Each; three of one variety 60c;
Ten of One Variety, \$1.75

L-10—WHITE CUSHION.

L-11—YELLOW CUSHION.

L-9—GOLD CUSHION.

L-8—BRONZE CUSHION.

L-7—ROSE CUSHION.

L-2—COCHECO—Bright lavender, a new shade for cushions; the plant is simply covered with blooms from early September till frost.

L-14—EARLY RED CUSHION.

L-3—PINK CUSHION.

L-2—SANTA CLAUS—Red and gold; 2 ft. October 1.

L-6—LATE RED CUSHION—A lovely dark green mound all summer, with good healthy foliage; blooms late, but is very frost resistant.

Culture of Chrysanthemums

So simple are the essential cultural requirements of hardy Chrysanthemums they can be covered with a handful of do's and don'ts.

Garden culture of Chrysanthemums can be about the last word in simplicity. The more important needs of Chrysanthemums are given here. Good average soil, such as required by any vegetable crop—well rotted barnyard manure, plus 20 per cent superphosphate, leafmold, or peat moss, supplemented by a well balanced chemical fertilizer. Soil should be prepared to a depth of 15 or 18 inches, incorporating all fertilizers thoroughly.

Planting should be done with care, watered well and loose soil pulled around base of plant.

Avoid old overgrown clumps. Healthy divisions or pieces taken from an old clump give best results.

Do not overcrowd—18 inches apart or 18 inches from any other plant is close enough.

To avoid lanky or spindly plant growth, pinch the plants at intervals from spring until July.

Under no condition use chemical fertilizers when the soil is dry. Liquid manure is safe at any time. Late August or early September a complete fertilizer such as Vigoro is in order.

To grow large flowering Mums, keep all side shoots rubbed off and when buds form pinch out all the buds except the large terminal or crown bud; grow two to four stems to a plant.

The large Pompoms may be disbudded; the blooms then form a lovely large ball.

To control leaf spot, spray with Bordeaux mixture or dust or spray with dusting sulphur, or liver of sulphur.

Uses of Chrysanthemums

Hardy Chrysanthemums can well be used as accent points in a mixed hardy flowering border. The tough varieties of hardy Mums are well adapted to planting in locations where many garden flowers will not do well.

The cushion type and other dwarf sorts for use as low edgings for taller growing plants or for the hardy border.

For smaller gardens, where space for solid masses of color is not available dramatic effects can be obtained with groups or three to six plants at intervals in a long border.

Planting groups of hardy Mums where shrubby plantings or evergreens will make a background.

Along walls, the foliage makes an attractive ground cover until the plants come into full bloom.

To form a line between vegetable plot and flower garden.

Pot and Window Boxes—It is no trick at all to transplant Chrysanthemums in full growth or showing color, to pots and window boxes, or to any part of the garden or grounds where earlier blooming flowers have left undesirable gaps in the planting scheme. They may be grown in your vegetable garden or some out of the way corner and then moved.

By combining dwarf, medium-height and tall growing varieties it is possible to get a sloping bank of color glory in the late garden.

IN MAKING OUT YOUR ORDER PLEASE GIVE ORDER NUMBER AS WELL AS
NAME OF VARIETY WANTED

WE WILL HAVE CLUMPS FOR SALE
THIS COMING FALL OF THE HARDY
GARDEN AND POMPON VARIETIES.

All orders of \$3.00 or more and three names and addresses of persons who would be interested in receiving our list, two plants of COCHECO will be sent free.

Farnam's Chrysanthemum Farm
NEW BLAINE, ARKANSAS

TO ALL OF OUR CUSTOMERS

While we have managed to grow more Chrysanthemums than ever before, we urge you to order early to prevent disappointment in case the variety is sold out. Orders are filled in rotation in which they are received and sent at proper planting time. We reserve the right to accept or refuse an order or any part thereof, depending on the quantity of stock and whether at shipping time it is in condition to be sent. We make every effort, however, to fill entire order with first class plants.

Our plants are State Inspected and free from disease. We guarantee all plants to reach you in live and healthy condition. Should any reach you in poor condition, just have your postmaster or carrier sign your complaint. There will be no quibbling over refills or refunds.

Our Chrysanthemums are true to name. Should we make an error in labeling, plants that are not true to name will be replaced the following season or money refunded, and it is mutually agreed that in any event we will not be liable for more than the purchase price of the plants.

Remit by check, money order, or currency. We cannot accept an order for less than six plants.

We will pay the postage but if the customer will pay the express we will include extra Chrysanthemums double in value to its cost.

Our plants are large and vigorous. We do not irrigate; our plants are unusually hardy. Most of our customers re-order yearly.

Best wishes for all success and much enjoyment in your garden—may it grow more beautiful year after year.

FARNAM'S CHRYSANTHEMUM FARM
NEW BLAINE, ARKANSAS